Report on 1968

AR30

# Ogilyy Nather In Canada

TORONTO

88 University Avenue, Toronto 1, Ontario (416) 362-7711 MONTREAL

Place du Canada, Montreal 3, Quebec (514) 866-6961

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# A Report on Operations in 1968

### Growth

In 1968, income and gross profits were the highest in the agency's eight year history. Income was up 10.2 per cent and gross profit 12.1 per cent over 1967. This performance was consistent with our most recent five year forecast.

New business acquired in the past year came from two sources. First, from satisfied clients. We received substantially increased assignments from over one-third of the clients we already serve. Second, our active but selective new business campaign gained us five new accounts and brought our client list to 27—still a very small number for a Canadian agency of our size.

### 1969 Outlook

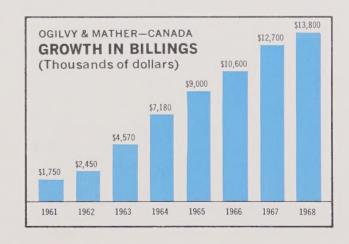
Most of our new assignments came towards the end of the year and their effect will be reflected in our 1969 annual report. Because of this new business and continued cost control, we anticipate that our income will increase by 15 per cent and profits by 25 per cent during 1969.

## **Progress**

In the present climate of aroused public opinion, the making of informative, effective advertising is a challenging task. It is our duty to be sensitive to the new voice of Canadian consumers, and to help our clients develop marketing policies to meet the new needs. We believe that the act of listening sympathetically to rational criticism of advertising and merchandising practices is an essential step towards strengthening trust between consumers and producers.

Our reputation as professionals in advertising and as an agency with a public conscience became more widespread in 1968. Our executives were invited to speak before many business and professional groups. Articles about us in the trade and general press appeared frequently.

Our Chairman and Managing Director—Andrew Kershaw—was appointed to the Cana-





David Ogilvy talked to students at McGill University and York University.

dian Consumer Council which acts as an advisory board to the Federal Minister of Consumer and Corporate Affairs.

The Agency continued to play a leading role in several areas.

—We were one of the two or three largest users of spot television in Canada. Our abilities in this field were rewarded by corporate buying assignments from three of our major clients.

—We continued to find that full-colour advertisements in newspapers are very effective, and made greater use of them than in previous years.

—Our use of direct mail advertising grew and we conducted continuing research and testing of several new ways to use this important medium.

—Last year we became more involved in the conception and execution of merchandising and sales promotion campaigns for many of our clients. Our Special Accounts Group was extremely active in this field, especially for their industrial clients. For this type of account, we often do the greatest part of our work in planning and designing merchandising campaigns rather than in the creation and placement of advertising.

—We maintained our policy of pre-testing the advertising we prepare in rough, prototype form before we become involved in the high costs final production entails. In the past year we further refined our techniques for conducting this type of research and we are now able to do more pre-testing, at a lower cost, than before.

—The Montreal office completed its first year of operation; fulfilling its role of providing improved service to our Montreal-based clients. We acquired one new account through this office late in 1968.

We would like to pay tribute to the talent, loyalty, and devotion of our staff. They have earned our clients' continued confidence in us, and have thus ensured our progress over the years. We thank our clients for their support and shall continue to serve them to the best of our ability.

A. G. Kershaw Chairman and Managing Director

J. S. Straiton
President and
Creative Director

# Television Commercials



Bristol-Myers



Johnson & Johnson



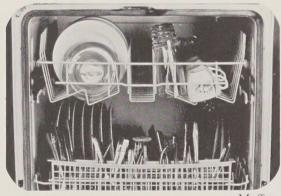
Mead Johnson



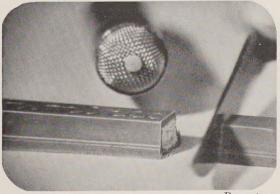
Shell Canada



London Life



Moffats



Rowntree



Bristol-Myers



General Foods



Rowntree



Campbell Soup



Campbell Soup



General Foods



Lever Brothers



General Foods



Lever Brothers

# Print Advertising



Rowntree



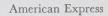


London Life



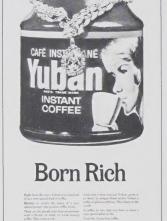
Mileage is our business







Give your furniture a brand new look with Shepherd Profile Casters



Yuban: the coffee lover's coffee

General Foods



Schweppes



Lever Brothers



Shell Canada



General Foods



General Foods



Campbell Soup



Johnson & Johnson

Poreux ZONAS\*

Johnson Johnson

5,632 raisons pour lesquelles la plupart des hôpitaux utilisent le Diachylon



Mercedes-Benz



Traders Group



Johnson & Johnson





General Foods

Bristol-Myers







Knape & Vogt



Knape & Vogt



the Carefree \* girl can stay out longer protects up to three hours longer



Johnson & Johnson



This photograph shows just some of our clients' products.



